

James Buller

User experience, accessibility & communications public sector specialist

Seeking a senior digital leadership role
focused on achieving user and organisation goals through
driving cultural change, building capabilities, applying governance and assurance controls.

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Employment history

Senior Accessibility & Digital Inclusion Consultant, Home Office, since 6/2016 Interim Head / line manager, currently of 5 for 1½ years

I drive greater accessibility of digital products to reduce the risks of people being unable to use them. My team grows the capability, confidence and culture of colleagues to exceed our standard and legal requirements. We collaboratively develop and embed the standard into processes and professions, then assess the efficacy of controls to meet it. I develop the strategy and relationships with senior leaders to ensure digital transformation results in inclusive online services for staff and the public.

- **Architect of 3-year accessibility strategy** devised by me facilitating senior stakeholder workshops to explore challenges and opportunities to embed change. Resulting in initiatives endorsed by SMT.
- **Improved inclusivity of dozens of products** by assessing the challenges users with access needs would encounter and advising teams on pragmatic resolutions, considering priorities and contexts.
- **Trained 100s of people to meet WCAG and access needs** with honed interactive courses that earn effusive recommendations. Speaker at numerous conferences about design, research and testing.
- **Forged emphasis on suppliers** to prove and agree they will deliver accessible systems, via tender criteria and new contract clauses. Developing cross-government Accessibility in Procurement policy.
- **Responded to PSBAR deadlines** by briefing senior leaders and creating statement templates for website owners. Managed my team to give significant guidance, training and clinics before and after.
- **Grown capability and diversity** by hiring and coaching numerous staff to develop and progress. Wrote an accessibility skills framework and 1yr curriculum to mentor an intern into a permanent post.

User Researcher, Home Office, 2 years

Discerning the needs of users of digital services that ensure the security & economic prosperity of the UK.

- **Research with prisoners, international travellers and caseworkers** via usability testing and contextual interviews. Drove resulting user stories through agile development processes.
- **Service Assessor** on several Government Digital Service panels to review and advise on standards compliance by systems with over 100,000 transactions per year.
- **Access Needs Lead: Nurtured champions** in delivery teams to advocate and practice accessibility. Led their creation of [Do/Don't posters](#) that were virally successful and translated into 13 languages.

Digital Media Manager, Big Lottery Fund, London, 10 years

Deputy to Head of Digital Media and line-manager of 2, promoted twice from Web Editor

I led on user experience and development, in-house and with agencies, in the Communications & Marketing directorate. The 900 staff distributed millions of Lottery pounds to good causes from 13 offices. The 1million+ website visitors a year included: fundraisers, journalists, researchers and politicians.

- **Managed 3 £100k+ website tenders** from writing briefs, to specification, to contract negotiation. I've commissioned and managed delivery by agencies for a range of projects.
- **Usability, accessibility and technical lead on 3 iterations of main website** with responsive design. Also worked on content strategy and copywriting. IVCA Clarion Awards: Highly commended
- **Pioneered new intranet and integrated social network** with task-based information architecture, which I devised based on card sorting exercises, wireframed and championed. Oversaw UI design.

- **User experience lead on a search of 280,000+ grants**, including interaction design, user flows and business rules research, plus the innovation of crowd-sourcing location data.
- **Drove online community from inception to launch**, collaborating with stakeholders and teams on research, strategy, specification, development and testing.
- **Technical project manager for Village SOS community website** to accompany a primetime BBC TV series. It grew to over 4000 members and 1000 villages. (Drupal)
- **Oversaw 7 iterations of the ITV People's Millions website**, where public votes determined which projects received funding. One-year statistics were: visitors +52% and 95% positive rating.

Web Developer, Citizens Advice, 2½ years

Responsible for design build, testing and content of 3 websites and extranet advising on people's rights.

Financial Services Extranet Officer, IBM, 1 year

One-year placement developing an extranet for key clients plus supporting the marketing and event teams.

Charity trustee roles

In these leadership roles I've worked with the Board and managed volunteers to direct the affairs of the charity, ensuring it is solvent, well-run, and delivering its objectives.

Aniridia Network, volunteer since 2009

Support group for people and families affected by the rare genetic visual impairment aniridia.

Nightline Association, volunteer 4 years

Umbrella group for 40 Nightlines which are student run mental health helplines at UK universities.

- Facilitated trustee strategy days to agree on vision, mission, values and strategic plans.
- Instigated brand development and trademarked logos with pro-bono support.
- Tripled membership by running social media, an online forum and email newsletters (Dotmailer).
- Established Google Workspaces and contact relationship management (Salesforce/CiviCRM).
- Instituted cyber-security protections and IT usage policies.
- Successful application for €30k European Union grant to host a scientific conference.
- Organised and promoted physical/virtual conferences plus edited and captioned recordings.
- Established Aniridia Day and other international cooperation.
- Led charity registration processes, involving drafting major constitution changes and restructuring.
- Authored annual reports and prepared accounts for the Charity Commission
- At Surrey Nightline, as President inspired a team to resurrect the helpline from closure by wrangling support, logistics and policies as well as to taking calls from people in distress.

Vice President Societies & Culture, University Of Surrey Students' Union, 1 year, full time

I managed: a £38k department budget, £490k of Union funds, several officials and over 40 societies.

Training and education

- **BSc Mathematics and Computing Science:** 2:1 University Of Surrey
- **User Experience Design:** General Assembly, 10 weeks
- **Courses:** coaching, negotiation, agile, web analytics, plain English, GDPR, safeguarding, BSL, etc,

Other roles/interests

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| <ul style="list-style-type: none"> ● Subterranea Britannica Social Media Manager ● QBC residents group website & Twitter manager ● Local issues & volunteering in Walthamstow | <ul style="list-style-type: none"> ● Student newspaper News Editor ● 25 times blood donor ● Jujitsu, blue belt |
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References available from all my line managers.

Colleague recommendations: [linkedin.com/in/jamesbuller](https://www.linkedin.com/in/jamesbuller)